

AMERICA'S FAMILIES FIRST ACTION FUND
2715 M Street NW SUITE 100
Washington, DC 20007

03/15/2011

Federal Elections Commission
Daniel Buckley, Senior Analyst
Reports Analysis Division

RE: Amended 30 Day Post-General Report (10/14/2010 - 11/22/2010)

Dear Mr. Buckley:

The Committee's 30 Day Post General Report has been amended in response to the Commission's request for additional information. In response to your specific questions, the Committee is providing the following explanations:

1. Please be advised Schedule E has been amended to clarify the Calendar Year to Date Per Office sought total for "David Schweikert".
2. Please be advised that the Schedule E has been amended to clarify the description of production.
3. Please be advised that the amounts for independent expenditure disclosed on the post general report are correct. The amount reported on the 24 hour report paid to Moxie Media was inadvertently transposed and is now correct. For the expenditures to The New Media Fund and Mundy Katowitz Media the amount reported on the 24 hour notices were best estimates. The actual amounts were slightly different and correctly reported on the Committee's Post General Report .
4. Please be advised that the payments made on November 12, 2010 to The New Media Fund were additional costs for Independent Expenditures already reported on 48- or 24-hour reports and on the Committee's pre-general or post-general reports. The Committee was not invoiced for these expenses until after the election nor was the committee aware it would be invoiced for these expenditures.
5. Please be advised that the payments to Envision Communication on October 29, 2010 were for additional costs associated with Independent Expenditures made and previously reported on 24-hour reports and on the Committee's post-general report (with the exception of one, which was reported on a 48-hour report and on the pre-general report). These payments were not made for new Independent Expenditures. The production expenses noted represent a small fraction of the overall cost of the independent expenditure, with most only representing 1-2% of the total cost.
6. Please be advised that the expenditures made for Consulting Fundraising on Schedule B was for the Committee's own fundraising efforts and not on behalf of a specifically identified federal candidate or committee.
7. Please be advised that the expenditure for Consulting Communications and Media Consulting were for the committee's own use and made on behalf of the committee itself. None of these expenditures were for public communications.

Image# 11930525773
ETEXT ATTACHMENT

If you have any further questions regarding the pre-general report, please contact us at your convenience.

Sincerely,

David Rudd
Treasurer

David Rudd
Treasurer
